

## Message Text

UNCLASSIFIED

PAGE 01 STATE 258494

11  
ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 RSC-01 /021 R

66619  
DRAFTED BY COM/OIM/SAD:ELCARTERON:GS  
APPROVED BY EB/OCA/REP:BEBYRON  
COM/OIM/SAD:JMURRIN  
COM/OIM/SE:EHEISER  
EUR/IB:JSMITH(INFO)  
EB/OCA/BR:RSWARTZ(INFO)

----- 084695

R 222215Z NOV 74  
FM SECSTATE WASHDC  
TO AMEMBASSY MADRID  
AMCONSUL BARCELONA  
AMCONSUL ZURICH

UNCLAS STATE 258494

E.O.11652:NA  
TAGS: BEXP SP SZ  
SUBJECT: ELECTRONICS TRADE MISSION, JAN. 27-FEB. 5, 1975

REF: STATE 255234(USDOC)

1. ADD TO MISSION MEMBER FIRMS NEWARD ELECTRONICS, INC.,  
500 N. PULASKI RD., CHICAGO, ILLINOIS 60624; PETER J.  
DE MARZO, VICE PRESIDENT. FIRM ESTABLISHED IN 1921 AS  
INDUSTRIAL SUPPLIER OF ELECTRIC COMPONENTS. THEIR CATALOG  
REPRESENTS OVER 150 PRODUCTS FOR ORIGINAL EQUIPMENT  
MANUFACTURERS' USE AS WELL AS SUPPLY ARTICLES. CATAL  
GS  
BEING SENT BY FIRM DIRECT TO COMMERCIAL OFFICERS AT POSTS.  
OBJECTIVES IN THE MARKET ARE: FIRST, TO RETAIN COMPETENT  
SALES REPRESENTATIVES TO SELL TO INDUSTRIAL FIRMS SUPPLY  
AND ORIGINAL EQUIPMENT MANUFACUTRERS OF ELECTRONIC COMPONENTS  
AND INSTRUMENTS. SECONDLY, DIRECT CONTACTS WITH MAJOR  
ELECTRONIC MANUFACTURERS. MISSION NOW TOTALS NINE FIRMS.

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WM USDOC FORWARDING INTERNATIONAL MAIL FOLLOWING:

1. PICTURE AND BIOGRAPHY OF MISSION DIRECTOR
2. PICTURE OF TRANSITOR ELECTRONICS REPRESENTATIVE O'NEIL.
3. PUBLICITY MATERIAL FROM SIGNACOM
4. LITERATURE(ONE COPY) SCHAEVITZ, SIGNACOM, TERADYNE.
5. MARKET PROMOTION PLAN.

3. USDOC FORWARDING AIR POUCH ADDITIONAL COPIES OF LITERATURE.
4. WESTCAP SALES INTERNATIONAL WILL BE REPRESENTED BY ALAN RUBENDALL, EXECUTIVE VICE PRESIDENT. RESERVE A DOUBLE ROOM WITH BATH. PICTURES WILL BE FORWARDED DIRECT, HOWEVER DO NOT HOLD UP PUBLICATION. INGERSOLL

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 22 NOV 1974  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1974STATE258494  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** ELCARTERON:GS  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D740340-0233  
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**Handling Restrictions:** n/a  
**Image Path:**  
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**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ORIGIN COME  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
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**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** STATE 255234(USDOC)  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** golinofr  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 14 NOV 2002  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <14 NOV 2002 by boyleja>; APPROVED <19-Nov-2002 by golinofr>  
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30 JUN 2005

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** ELECTRONICS TRADE MISSION, JAN. 27-FEB. 5, 1975  
**TAGS:** BEXP, SP, SZ  
**To:** MADRID ZURICH  
**Type:** TE  
**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005